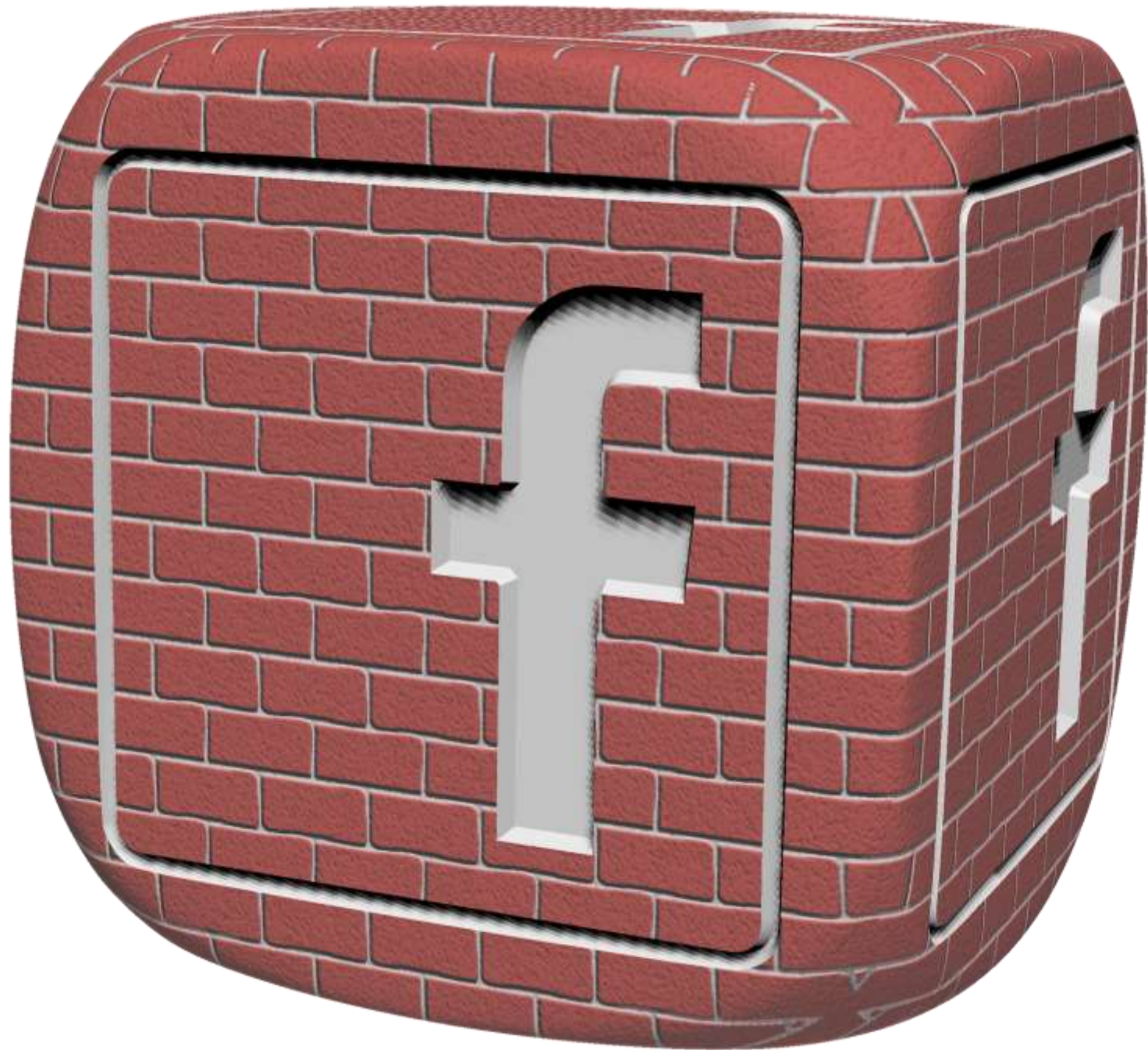


How Fashion Brands Talk to Their Customers on Social Media

Transformation

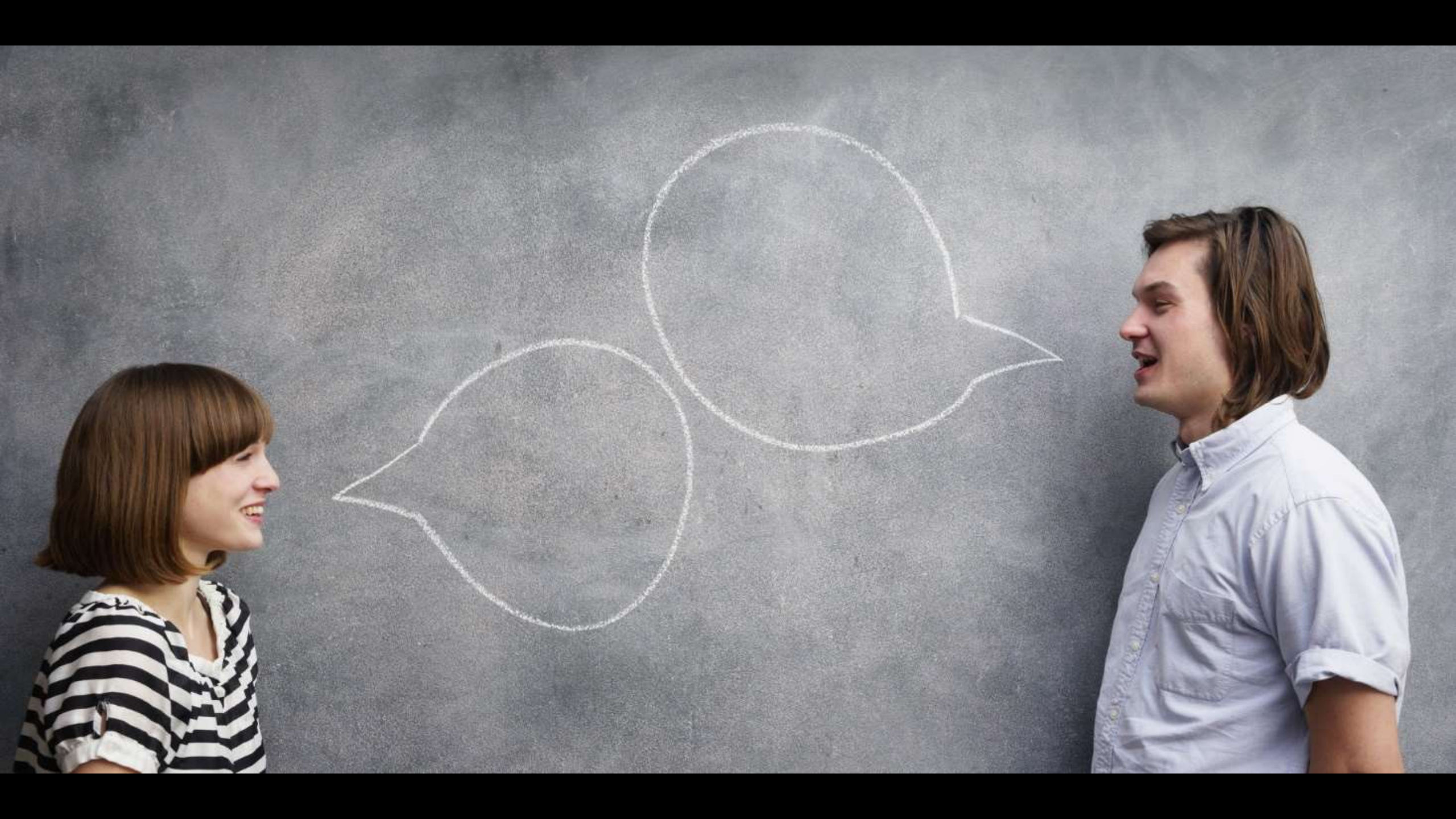












understanding companies



Fashion companies

are figuring out

their voices

Drivers of SMM adoption

1. External pressure from competitors and consumers

"You have to be there [in social media] for sure, because everybody is using social networks. So, each company has to be there."

"There is no reason not to be there [in social media] while everybody is there."

2. Perceived importance

"It is really important to follow their [customers'/audiences'] passion or their way to think. It is a new way to involve them in our brand."

"I think that social networks are becoming increasingly important especially in the group of younger people."

3. Changing and shifting target market

"So, if you are-- if you want to be younger, you have to-- to be closer to young people, you have to use the way of communication they use, so you have to be on social networks. You have to have an official [social media] page, like all brands are doing."

"Our objective is to change to international account, international strategy, because [now] our Italian market is not the most important for us. Especially for Facebook, the biggest part of our fans now are Italian, then the second are American. [Now] our most important market is America. We try with active campaigns, we have to interpret to think like an American and to try to learn to write [in] social media."

4. Need for integrated marketing communication

"...because we have an integrated work, of every kind of communication online... There was only the Facebook account and the old website that was not good... and then after four years we have a very digital strategy."

"Fashion brands should not forget the physical stores and must achieve an equilibrium between online and offline media."

Perceived benefits

The background of the slide is a dense, out-of-focus collection of many colored pencils in various colors like red, orange, yellow, green, and blue. In the lower center, a single blue pencil is in sharp focus, pointing towards the left.


Brand awareness

Perceived benefits



Virality & eWOM

Perceived benefits

A group of five young adults, three women and two men, are sitting on a stone ledge next to a canal. They are all looking at their smartphones and smiling. The woman on the far left is wearing a pink beanie and a green jacket. The man next to her is wearing a blue puffer jacket and a grey scarf. The woman in the middle is wearing a black puffer jacket and tan pants. The man next to her is wearing a black leather jacket and a black cap. The woman on the far right is wearing a pink beanie and a black puffer jacket. A black bag is on the ground next to her. In the background, there are buildings and a red bicycle.

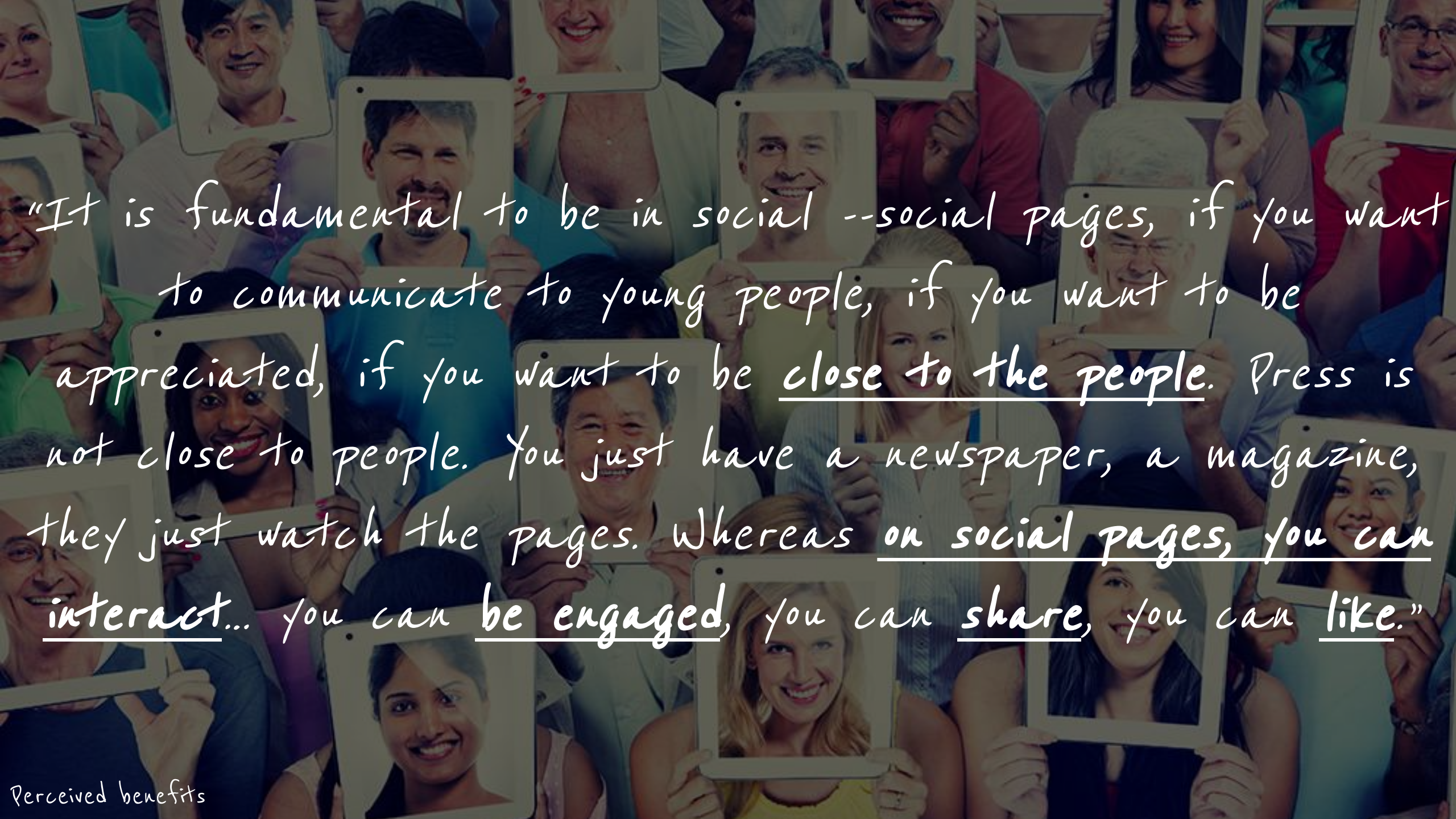
New ways to communicate with customers

Perceived benefits

A large, diverse crowd of people of various ages and ethnicities are holding up Polaroid-style photographs of themselves. They are all smiling and looking towards the camera. The photos are held in front of their faces, creating a layered effect. The background is slightly blurred, focusing attention on the individuals and their photos.

Relationship & Engagement

Perceived benefits



"It is fundamental to be in social --social pages, if you want to communicate to young people, if you want to be appreciated, if you want to be close to the people. Press is not close to people. You just have a newspaper, a magazine, they just watch the pages. Whereas on social pages, you can interact... you can be engaged, you can share, you can like."

Customer service and support



Perceived risks

choice of brand ambassadors



Perceived risks



Brand image

Perceived risks

Aspirational followers

Perceived risks

Measuring ROI

A small green seedling with two leaves is growing out of a pile of coins. The coins are of various denominations, including US pennies and quarters, and are scattered across the foreground. The background is a soft, out-of-focus white.

Data-mining effort



Perceived risks

What do companies
usually
do in social media?

Representation

Engagement

Listening-in

Representation
(Transaction)

Public relations



Promotion & Sales



Representation/engagement



Engagement
(Relationship)

Personalize customer experience



Call to action



Engaging with competitors/partners



Listening-in
(Market intelligence)

What are fashion
companies
actually
doing in social media?

Log in / Register

MY BAG: 67 \$ 

ONLINE-SHOP

BOUTIQUE | OUTFITS | FULL LOOKS | FASHION

search in online shop



WOMAN | MAN

Clothing | **Shoes** | Lingerie | Accesories

HOME > SHOES > NEW SHOES > HIGH HEELS



Buyer rating: ★★★★★

EMMA ROSBERG HEELS
49\$

Please select colour



Qty:

Size:

+ STYLE

+ DETAILS

+ DELIVERY AND RETURN INFO









SMEs & Non-luxury

- Brand awareness.
- Promotion and sales (e.g. link to online catalog).
- Public relations (e.g. offline social meetings and events).

Luxury

- Branding.
- Product sneak-peeks.
- Links to online shop.
- Show live-streaming.
- Offline events.
- Brand values and culture ("Made in Italy").

What are fashion

companies

not

doing in social media?



What do consumers recall?





Log in / Register

MY BAG: 67 \$ 

ONLINE-SHOP

BOUTIQUE | OUTFITS | FULL LOOKS | FASHION

search in online shop



WOMAN | MAN

Clothing | **Shoes** | Lingerie | Accesories

HOME > SHOES > NEW SHOES > HIGH HEELS



Buyer rating: ★★★★★

EMMA ROSBERG HEELS
49\$

Please select colour



Qty:

Size:

+ STYLE

+ DETAILS

+ DELIVERY AND RETURN INFO





The language of fashion in social media



How do consumers respond?
(engage? eWOM?)







Pass-on eWOM engagement

>40%



Pass-on eWOM engagement

22%



Endorsing eWOM engagement

>60%



Endorsing eWOM engagement

51%



Overall eWOM engagement



Concluding questions

Is there a
"one-size-fits-all"
social media marketing
approach?

What is the marketing
role of social media
in fashion?

What is the value
(if any) of



How do social media
responses translate to
sales?

Other things I
(deliberately) left out

Data mining

valuable vs
"unimportant" followers

Conversations

What do we really mean
by engagement?

Related publications

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